

THE PLANNING OF SPLASH N' DASH CARWASH WORKSHOP SEEN FROM MARKETING MIX ASPECT

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ABSTRACT

Motor vehicles are one of the means for people to do their activities. Every year the number of the vehicles is increasing rapidly. The increase in population and wealth of Indonesia's population each year equals the increase in the number of motor vehicles in Indonesia. The car maintenance workshop especially carwash has also continued to grow in Indonesia, especially in Surabaya. Marketing Mix that has been run by the carwash businessman can influence customers' decision. Splash n' Dash whose concept is still new in the planning stages requires proper marketing strategies so that their customers are willing to visit, to purchase and to use it's service.

Keywords: Surabaya, Splash n' Dash, Car Wash, Consumer decision, Marketing Mix

INTRODUCTION

Motor vehicles are one of the means of activities for people. Since our population increases rapidly, the number of motor vehicles also increases rapidly every year. The United Nation Information Center in Jakarta reveals that in 2015, the numbers of world population reached 6 billion people. It has been estimated to reach 8.5 billion in 2030, and even exceeds 9.7 billion in 2050.

In 2014, it was noted that the population in Indonesia reached over than 237 million people, and has been believed to increase annually, by reference to the Statistics Indonesia. Statistics Indonesia has projected that the number of population in Indonesia continues to increase at least up until 2035. This growing density of population of the world, specifically the population in Indonesia that continues to grow, has impact on the growing density of human activities in Indonesia.

The growing density of population in Indonesia triggers the sales of motor vehicles (Statistics Indonesia, 2015). The procedure of buying car through car loan becomes easier and enables people to own their personal car easier. Thus, the number of car grows annually. As noted by Statistics Indonesia, in 2013, the number of motor vehicles in Indonesia had reached more than 100.000.000 including passenger car, bus, truck, and motorbikes. This number is believed to grow each year.

In Indonesia, especially in Surabaya, East Java, the rapid growth of automobile industry triggers the growth of car garage business, specifically car maintenance garage. The increase number of

both motorbikes and cars has made carwash garage a potential business to run in Surabaya as the second biggest city in Indonesia. To run a good car garage requires skilled workers who are able to provide satisfied service and friendly to all customers. Quality service will make customers feel satisfied and become loyal to the service the car garage provides. Later, it is expected that the customers are willing to persuade others to use the service of the car garage, thus to make the income of the car garage increases.

Many factors can affect the decision of customers to use this service, compared to the service offered by carwash service in general, one of which is Marketing Mix. Marketing Mix performed by the carwash service provider can affect customer's decision in using the service. Splash n' Dash is a new concept and is still in the business planning phase that needs proper marketing strategy to make the customers are able to visit and make purchase, or to use the carwash service as provided by Splash n' Dash.

LITERATURE REVIEW

Carwash

Carwash is a facility used to clean the exterior and the interior of vehicles. Carwash was first implemented in 1914 in old-fashioned way, which was by way of pushing the car into a room to be washed (Wikipedia, 2014).

Types of Carwash

Carwash has also developed due to modern times. The followings are types of carwash widely used in Indonesia and overseas:

1. Self-Serve Carwash. This type of carwash is generally found in many overseas countries, especially in the United States. This type requires that the vehicle owners pay first before washing their vehicles.
2. Automatic Carwash. This type of carwash is mostly found in Indonesia where a vehicle driven by customers will be automatically washed by a tool that sprays the vehicle with water and washes it with soap.
3. Semi-Automatic Carwash. This carwash type uses hydraulic lift that is used to lift customers' vehicles up to make easier to clean by the workers.

Marketing Mix

Kotler & Armstrong (2012: 48) define Marketing Mix as the tactical marketing tool that can be controlled, product, pricing, distribution, and promotion, which are combined by the company to produce the expected response in the target market. Marketing Mix consists of Product, Price, Place, and Promotion. These four elements are the main elements that must be put into consideration to achieve marketing goals.

Product

Kotler and Keller (2009: 358) explain that product is something to offer to the market to meet the desires or needs, including physical goods, services, experiences, events, people, places, equipment, organization, information, and ideas. Carwash service is a business that provides both goods and services. Therefore, the quality of each product and service is a priority. These variables share similar dimension and later become factors that determine the quality of product and service of a company.

Dimension of Product Quality

a) Dimension of Product Quality

1. Features are properties that support the basic functions of the product. Feature is a competitive issue to differentiate the company's products with other companies. In its implementation, feature is defined as customer perception to differentiate the product of a business type with its competitors that are used to support the basic functions of the product.
2. Performance. This dimension indicates the operating rate of the product or basic functions of a product. In its implementation, performance is defined as customer perception of the basic benefits of the products they purchase.
3. Conformance. Conformance means to measure the extent to which the nature of product design and operation approaches the set standard. In the implementation, the conformity is defined as customer perception of the promised target specifications of the product is consumed.
4. Durability. Durability reflects a measure of expected life span of a product under normal or heavy conditions. Durability can also be defined as the measure of product's life expectancy. In the implementation, durability is defined as customer perception of the economic life of product they purchase or consume.
5. Reliability. Reliability measures the possibility of the product is protected from damage during a certain period. In the implementation, reliability is defined as customer perception of the product reliability, which is reflected by warranty or guarantee that the product will not be damaged or protected from damage before the expiration date set.
6. Service Ability. This dimension reflects the ability to provide services to these products, which include satisfied repairs and complaints handling. In the implementation, repair or service is defined as customer perception of service given by business type or by retailer agent to the customers.
7. Aesthetic. Aesthetic shows product appearance or appeal to customers. This dimension can be used as a weapon to differentiate two look alike products. In the implementation, aesthetic is defined as customer perception of product appeal.

b) Dimension of Service Quality

1. Tangible, is something visible or tangible such as the appearance of the employees and physical facilities such as equipment and supplies that support service implementation.
2. Reliability is the ability to provide correct and punctual services as promised by the company and as expected by the customers.
3. Responsive, is the awareness or a desire to act quickly to serve the customers assist guests so that they can provide timely service.
4. Assurance is the knowledge of politeness and caring to the customers, as well as self-confidence of the workers on their skills in providing the service as required and as expected.
5. Empathy, is giving attention to each individual, which means that there is a sense of willingness to approach, provide protection and efforts to understand customers' wants, needs, and feelings.

Price

Kotler (2010: 267) states that price has important role in creating customer value and building customer relationships. In the end, the customer decides whether the price of a product is right or not. Pricing begins with a value understanding of the offered products or services to customer. There are two types of value-based pricing, which are good-value pricing and value-added pricing:

1. Good-value pricing. Good-value pricing is a demand for the right combination of good quality and good service to a reasonable price. In other term, it also means the process of redesigning an existing brand to offer better quality for a price, or a product with similar quality for a cheaper price.
2. Value-added pricing. Its definition is more than only to collect what the customers should pay or to regulate the prices for competition. However, the definition is more to the pricing power, which is the power to get out of the price competition and to determine the price based on the created value. To improve pricing power, more companies embrace the value-added pricing by adding features and services to add different value. This is to differentiate offers and to support high prices, compared to cut prices to compete with competitors.

Place

For a company, specifically a carwash service provider, location is defined as a place where service is provided. A good location is an accessible, strategic, and low cost location. Mischitelli (2009, p.2) explains some elements that influence the decision to choose location:

1. Place
Place or location is an area regarding the position of the business type. For a carwash, it is better to locate the place near the route of motor vehicles.
2. Parking
The area for Carwash should be large and secure for many cars that use the service provided.
3. Accessibility
The area for Carwash should be in an accessible and smooth road and near to crowd places.
4. Visibility
Carwash building area should be easily identified and visible to people.
5. Infrastructure

This includes all parts of the area, such as facilities, transportation, and many more. Besides paying attention to the location, waiting room in the area of a carwash garage also needs to be considered since this will be a place for customers to wait for their vehicles to be serviced. Comfortable waiting room will make customers feel satisfied and comfortable when waiting. Levy and Weitz (2009:530) explain that lighting, color, music and scent are important to consider when designing the waiting room.

a. Lighting

Good lighting in a room plays more important role than merely lighting the room, but more on creating effect on the area and feelings that improve comfort. A good lighting system can help creating comfortable ambience of the room, as well as creating pleasant and warm feelings. Levy and Weitz(2009:530) claim that good lighting, also supported by displaying crafts and using dim light, can make the customers feel at home.

b. Color

Using color creatively can improve room comfort and create mood. Warm colors produce emotional response, high spirited, warm and active. Calm colors have relaxing, smooth and calming effect. Colors also have different impacts, regarding the influence of customer's culture (Levy and Weitz, 2009:531). For example, dark colors are associated with pressure and lead to uncleanness. Bold colors can only be used in a room that is used for short term, such as the gate, corridor, and rest room.

Colors are used to create room appeal, to increase attention, to create positive spirit and stimulate people to act. Colors have power and influence peoples' mood or temper and taste.

c. Music

In addition to lighting and color, music can also add or reduce effects to the room. However, different to lighting and color, music can be changed easily. Music can control customer's mood level, create image, and attract even lead customers' attention. A mix of classic music or calming music can create a peaceful and calming ambience for customers (Levy and Weitz, 2009:531).

d. Scent

Natural scent produces better room perception than a room with no scent. Customers will feel that they spend less time in a scent room than in a scentless room, since scent room can create comfortable effect for them when waiting for their vehicles (Levy and Weitz, 2009:531).

Promotion

Kotler (2009:512) explains that form of promotion commonly found among the society consists of eight main communication modelsthat is commonly known as Marketing Communication Mix, which are:

1. Advertising. For example: printed and aired advertisement, movie, brochure, poster, banner, symbol, logo, video, photo, and many more.
2. Sales promotion. For example:contest, lottery, prize, bazaar, coupon, discount, entertainment, and many more.
3. Events and Experiences. For example: sport, entertainment, festival, art exhibition, charity, tour, museum, street event, and many more.
4. Public Relations and Publicity. For example: media properties, speech, seminar, annual report, charity donation, publication, company magazine, and many more.
5. Direct Marketing. For example: catalogue, mail, telemarketing, electronic shopping, TV shopping, faximile.

6. Interactive Marketing, as an online activity and program designed to involve customers or prospective customers to directly or indirectly increase awareness to a product or service.
7. Word of Mouth Marketing, is verbal, printed, and electronic communication among the society about their shopping experience, or in relation to product or service's excellences.
8. Personal Selling, as a face-to-face interaction with one or more prospective buyer with aim to do presentation, answer question, or make order.

RESEARCH METHODS

Research Description

This research is qualitative in nature. Qualitative research aims to make thorough interpretation of social phenomena that are happening, so that the researchers do not determine their research result by variables, but as a whole. Qualitative research is a certain tradition in a science knowledge, which is fundamentally dependent on humans' interpretation of a certain scope or region, is related to specific people in that region, and related to the terms they use (Moleong, 2010:3).

Research Subject

Subjects used in this research are respondents selected based on the set criteria, or who are relevant to the discussed research topic. They are customers of the carwash service. Results of interview and questionnaire are treated as data for this research (Bungin, 2011:44). The respondents are three customers of carwash services.

Source of Data

This research uses two sources of data: primary data and secondary data.

1. Primary data. Primary data of this research are results of interview with the respondents.
2. Secondary data. Secondary data of this research are book references, internet, previous research, journals, and other related and relevant sources.

Technique of Data Collection

The followings are techniques used in this research:

1. Interview, in order to gain information between the researcher and the respondents, which, within the process, is directed by the interviewer to get relevant information (Kuncoro, 2009).
2. Observation, which is a technique to collect data through taking notes of subject's (people) behavior, object, or systematic events without any contact with the individuals (Sanusi, 2011).
3. Documentation, as a method of collecting qualitative data by documenting or analyzing documents made by the subjects or by other people about the subject (Herdiansyah, 2010).

Validity and Reliability Test

Herdiansyah (2010) explains validity as valid, fair, balance, and proper based on the point of view of the researched subject. Sugiyono (2014) adds that triangulation is one way to test data validity. Two kinds of triangulation are used in this research: source triangulation and method triangulation.

Furthermore, Herdiansyah (2010) explains that reliability in a qualitative research means the consistency of data or description as stated by the subjects in real condition. Data reliability means preciseness, accurateness, and trustworthiness of the data used in this research. The data reliability in this research is conducted by giving complete notes of research process such as research focus, theories collection, determining source of data, data analysis, and making conclusion.

Method of Analysis

Generally, each research involves the data to be processed and used. Such data can be through a series of data collection process customized with selected research methods. In this research, data analysis is performed based on the data obtained by interview. The stages carried out to analyze the data are as follows:

1. Identifying consumer issues that will be examined by looking at the problems often experienced and thus are considered important by them.
2. Finding and collecting related theories to explore the related factors.
3. Formulating questions to be asked in the interview to gain clearer and deeper understanding.
4. Conducting the interview to the informant intended, who are the consumers of each carwash service.
5. Performing data coding.
6. Conducting source triangulation to the interview results.
7. Processing data to identify roles of Marketing Mix (4P).
8. Drawing conclusions from the results of the interview.

ANALYSIS AND DISCUSSION

Company Profile

Splash n' Dash is a business that is engaged in services, particularly car garage that offers carwash. This business is still in the phase of planning many factors that can influence customers' decision to use *Splash n' Dash* compared to use services offered by other carwash service providers in general.

Result and Discussion

Customer 1

Based on the interview, Marketing Mix is the Marketing Mix is indeed one of the factors that should be considered when in running the business of carwash service. The informants' opinion is in term of the importance of Marketing Mix ranging from Product, Price, Place, and Promotion. Promotion is important since it will attract customers. However, promotion means nothing if it is not carried with good service. Price is important for the informant since higher price will make the informant thinks twice to use the garage's service. Besides giving opinion, the informant suggests the carwash garage to add more equipment or workers to maximize the speed of carwash. Additionally, the informant suggests the carwash garage to offer beverages for the customers when waiting for their cars to be washed.

Customer 2

Based on the interview, the informant considers that promotion is an essential element for carwash garage business. The informant says that interesting promotion should be done to attract customers' attention to come to the garage and purchase the service. Promotion is important since the business of carwash service is quite popular in Surabaya, so promotion can

be used to attract the customers. The informant also believes that promotion will benefit both customers and the carwash garage service.

Customer 3

Based on the interview result, it can be concluded that Marketing Mix is indeed one of the factors that must be considered when running the business of carwash service. Similar to customer 1, the informant thinks that Marketing Mix ranging from Product, Price, Place, and Promotion is very essential. Product, or in this business type is service, is very important since customers expect something that is quick yet good. Location is also essential since it will influence the sustainability of a carwash service and thus Splash n’ Dash must pay attention on those two factors. Later the informant adds that carwash service garage must add the numbers of workers and hydraulic lift to make efficient of the time needed in washing the car.

Customer 4

Conclusion that can be derived from this interview result is that Marketing Mix is very essential to put into consideration to run a business of carwash service. The opinion given by the customer is that Marketing Mix ranging from Product, Price, Place, and Promotion is very important. In this business type, the product including hydraulic lifts can influence the sustainability of carwash service business. The four-point hydraulics are suggested to be used to ensure safety. Unreasonable price will trigger costumers’ expectation to become unreasonable too. Later, the informant suggests the service to add more workers to make the time used for washing quicker and hence more effective.

Conclusion

Overall, it can be concluded that the Product, Price, Place, Promotion combined in Marketing Mix has its own influence in carwash service business. Based on the result, *productis* classified into two: the product itself such as soap for car and hydraulic lifts, and the service provided. Product has influence to customer since the better the product and service, the better the image of the business type for the customer. Good product must be balanced with reasonable price too. Do not set the price too high since it will trigger customers’ expectation to become higher as well. The price set must meet what will be given to the customers in order to satisfy them. Place also has important role as a representative of a carwash. Promotion attracts customers’ interest to come to the garage and to keep the garage in business.

Managerial Implication

Managerial implication is how to increase productivity by increasing capacity, quality, efficiency and effectiveness of human resources that are already owned (Heriyanto, 2013). Splash n’ Dash is a business type which is still in developing phase and thus is unknown yet. The researcher intends to develop Splash n’ Dash by using Marketing Mix as reference to plan the business.

Table 1. Managerial Implication for Splash n’ Dash

ASPECT	PLAN
Product	<ul style="list-style-type: none"> • To provide and use good quality soap such as 3M, Zymol, and Meguiars, in order to prevent paint damage of customers’ car during washing process. • To use four-point hydraulic lift in order to minimize unexpected accidents, although this hydraulic lift is costly, since it is Splash n’ Dash’ commitment to prioritize safety. • Splash n’ Dash will try to combine two business types, not only in a

	<p>carwash sector but also in a car salon sector.</p> <ul style="list-style-type: none"> • To conduct block sales through B-B. • To change the logo to make it more representative to the company.
Price	<p>As explained in the discussion section, the higher the price is set, the higher the expectation of the customers becomes. Therefore, Splash n' Dash will set the pricelist as follow:</p> <ul style="list-style-type: none"> • Vacuum wash: Rp. 50.000 • Resin Wax: +Rp. 15.000 • Polishing: +Rp. 25.000 • Engine wash: +Rp. 10.000
Place	<ul style="list-style-type: none"> • Splash n' Dash is planned to open its location in Eastern Surabaya. • The waiting room will be facilitated with air conditioner and entertainment system for customers' convenience. • Free drink and snack • Free Wifi
Promotion	<ul style="list-style-type: none"> • Promotional offer is in form of free carwash for ten purchases, not available in Monday or Holidays. • Promotion is also done through printed media and online media. • Use voucher, where the customers will make early payment and use the voucher instead as a payment every time the car is washed until the voucher is used completely.

CONCLUSION AND SUGGESTION

Conclusion

In conclusion, analyzing Marketing Mix (4P) of Splash n' Dash thoroughly can reveal the importance of Marketing Mix in planning the business of Splash n' Dash carwash service garage. To make an accurate planning, this study emphasizes on the importance of analyzing aspects in Marketing Mix for business planning. The aspects in Marketing Mix (4P) for Splash n' Dash are Product, Price, Place, and Promotion. Products used in Splash n' Dash are specific soap for car, and quick and clean washing service. Price in Splash n' Dash is a price set and offered to the customers. Place in Splash n' Dash is a strategic location, accessible for customer, with convenient waiting room equipped with good facilities for customers who wait for their cars to be washed. Promotion in Splash n' Dash means promotional offers as appreciation of Splash n' Dash to the customers, also as an appeal for the customers to use Splash n' Dash service regularly.

Overall, it can be concluded that Product, Price, Place, Promotion in Marketing Mix has its own influence for carwash service. Product in this case consists into two types, the product itself such as soap and hydraulic lifts and others, and the service. Product has influence on carwash service business since soap and hydraulic lifts are main components in washing cars. Service has influence on carwash service business since the better and service the better the company image for the customers. Good product must be balanced with reasonable set price. The set price cannot be too high since it will make the customers' expectation is set high as well. The set price must be appropriate with what is offered to the customers to make them satisfied. Place also has significant role since place is a representative of a carwash garage. Promotion can attract customers' interest to purchase the service the garage offers and to keep the garage in business.

Suggestion

Several suggestions are made from conducting this research. The suggestions are described below:

1. The 4P aspects must be really considered in planning a carwash service business.
2. Capital budgeting should be realized.
3. Service quality must become important aspect to consider since it is very crucial in carwash business.
4. Operational standard must be followed to ensure the quality service.
5. Splash n' Dash must consider all suggestions given by the informants for the success of Splash n' Dash business in the future.

Research Limitations

Although the research process has been conducted and analyzed thoroughly, this research also has some limitations as follows:

1. The analysis tool used in this research is limited to Marketing Mix.
2. The subjects are subjective since they are customers of other carwash garages, not the owners since unavailable time of the related garage owners.
3. Limited research subjects that make the researcher is unable to explore more points of view of the customers.

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